MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022 / 2023 (TERM ID 2210)

PBU0045 - INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

18 FEBRUARY 2023
9.00 AM - 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO pages** excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

a. List FIVE basic management skills. (5 marks)

b. Explain the THREE steps involved in formulating strategy. (6 marks)

c. In organising the business, one must take into consideration the importance of authority. Describe the THREE forms of authority in business. (9 marks)

QUESTION 2 [20 Marks]

a. Define the term production (or operations). (2 marks)

b. Describe the TWO types of production (or operations). (6 marks)

c. Explain the "big five" personality traits. (10 marks)

d. Describe "person-job fit"? (2 marks)

QUESTION 3 [20 Marks]

a. Training is one of the tools used by managers in human resource management. Describe THREE ways in which organisations can develop their workforce. (9 marks)

b. List FOUR external marketing environment (4 marks)

c. What is market segmentation? Explain the THREE types of market segments. (7 marks)

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QUESTION 4 [20 Marks]

a. KraftFood Company Sdn Bhd is planning to launch a new snack food product into the consumer market by June 2023. The company is scheduled to discuss pricing details of this new product with its retailers next month. Describe TWO pricing options available to KraftFood Company Sdn Bhd for this new product. (6 marks)

b. List FOUR types of non-store retailing. (4 marks)

c. Define the following product distribution terminologies:

i. Intermediary
ii. Wholesaler
iii. Retailer
iv. Distribution Channel
v. Direct Channel (10 marks)

QUESTION 5 [20 Marks]

a. List and explain FOUR types of non-deposit institutions. (8 marks)

b. Ahmad went to the bank to apply loan for his new business. He needs this loan only for a short term period. The bank mentions there are two types of loan available for borrowing purpose, either secured loan or unsecured loan. Explain about both type of loans available and suggest the best type of loan for Ahmad. (5 marks)

c. Samuel intends to invest in one of the companies listed on the Bursa Malaysia stock exchange. He wishes to make the purchasing transactions of shares via a financial institution. Which type of financial institution can he refer to and explain the role of the financial institution in general. (3 marks)

d. Define 'bull market' and 'bear market'. (4 marks)

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